

## Message Text

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62

ORIGIN COME-00

INFO OCT-01 ARA-10 EUR-12 EA-10 NEA-10 ISO-00 CIAE-00

EB-07 INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15

PRS-01 /080 R

DRAFTED BY COM:BIC:OIM:JJACOBSON

APPROVED BY EB/OCA/CM/LAKLIEFORTH

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EB/OCA/CD/PO'CONNOR

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R 051638Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY BEIRUT

AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMEMBASSY MEXICO

AMCONSUL MILAN

AMEMBASSY MOSCOW

AMEMBASSY PARIS

AMEMBASSY SEOUL

AMEMBASSY SINGAPORE

AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

AMEMBASSY VIENNA

AMEMBASSY WARSAW

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E.O. 11652:

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TAGS:BEXP,XG,XF,MX,XE,SN

SUBJECT:TRADE CENTER PARTICIPATION IN U.S. BICENTENNIAL

FOR TRADE CENTER DIRECTORS

1. U.S. TRADE CENTERS WILL TAKE PART IN THE U.S. BICENTENNIAL YEAR OBSERVANCE WHICH BEGINS JANUARY 1,1976 AND RUNS THROUGH DECEMBER 31,1976. THE PURPOSE OF TRADE CENTER PARTICIPATION IS TO CALL ATTENTION TO THE NATIONAL EVENT, AND TO USE THE BICENTENNIAL AS A PROMOTIONAL THEME FOR THE YEAR TO ADD AN EXTRA DIMENSION TO TRADE CENTER PROMOTIONAL EFFORTS PARTICULARLY HIGHLIGHTING THE SHOW FEATURED AS A BICENTENNIAL EVENT.

2. USIA AND COMMERCE ARE PRESENTLY REVIEWING THE FULL RANGE OF AVAILABLE BICENTENNIAL MATERIALS SO THAT SUGGESTIONS FOR THEIR USE BE MADE TO CENTERS. MEANWHILE, THE FOLLOWING OUTLINE WILL INDICATE PRESENT THINKING AND REQUEST IDENTIFICATION OF THEMES AND EVENTS TO BE FEATURED BY CENTERS SO THAT ALL ELEMENTS MAY BE PROPERLY COORDINATED.

3. EACH CENTER WILL:

A. HAVE A FOYER OR WINDOW EXHIBIT, TO REMAIN THROUGHOUT YEAR. DESIGN WILL BE SUPPLIED FROM WASHINGTON FOR LOCAL CONSTRUCTION.

B. USE BICENTENNIAL SYMBOL ON ALL PROMOTIONAL LITERATURE AND STATIONARY.

C. DISPLAY BICENTENNIAL FLAG INSIDE AND OUTSIDE AND 13 - STAR AMERICAN INSIDE. FLAGS WILL BE SUPPLIED.

D. DISPLAY PANELS WILL BE DECORATED IN A DISTINCTIVE RED, WHITE AND BLUE SCHEME. DESIGN TO BE SUPPLIED BY WASHINGTON.

E. BICENTENNIAL POSTERS HAVE BEEN SHIPPED AND WILL BE DISPLAYED.

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F. ADDITIONAL DISPLAY MATERIALS MAY BE AVAILABLE WITH USIA COOPERATION FOR THE SPECIAL TRADE CENTER EVENT DESCRIBED BELOW.

G. A SLOGAN FOR THE TRADE CENTER BICENTENNIAL ACTIVITY WILL BE ADOPTED AND A THEME DEVELOPED TYING IN THE NATIONAL BICENTENNIAL THEME.

4. EACH CENTER WILL STAGE A COMMEMORATIVE EVENT PREFERABLY AS PART OF A REGULAR TRADE CENTER PROMOTION.

A. WHERE FEASIBLE IT IS SUGGESTED THAT A TIE BETWEEN LOCAL AND U.S. HISTORY BE SELECTED AND DEVELOPED. THE THEMATIC TIE MAY BE SCIENTIFIC, TECHNOLOGICAL, OR INDUSTRIAL AS WELL AS HISTORICAL. WHEN THE TIE CAN BE RELATED TO A SCHEDULED PRODUCT PROMOTION, THAT SHOULD BE DONE. WHEN THE SELECTED LOCAL TIE CANNOT BE RELATED TO A PROMOTION, A PROMOTION WITH AN APPROPRIATE THEME SHOULD BE SELECTED AS THE BICENTENNIAL EVENT, E.G. ELECTRONICS - CENTURY III.

B. IN SOME INSTANCES, IT MAY BE DESIRABLE TO STAGE A

SEPARATE CELEBRATION OF THE BICENTENNIAL APART FROM A REGULAR PROMOTION. COMMERCE WILL CONSIDER SUCH RECOMMENDATIONS.

5. ACTION:

A. CENTERS SHOULD IDENTIFY A LOCAL HISTORICAL SCIENTIFIC OR INDUSTRIAL TIE AND WHERE POSSIBLE IDENTIFY A SCHEDULED PROMOTION WITH WHICH IT WILL BE FEATURED. TRADE CENTER DIRECTORS SHOULD CONSULT WITH THE PAO IN THE PROCESS. IT IS STRONGLY RECOMMENDED THAT THE TRADE CENTER DIRECTOR REVIEW THE USIA BICENTENNIAL PROJECT REFERENCE GUIDE TO DETERMINE WHICH EXHIBITS MAY BEST BE SUITED FOR TRADE CENTER USE. VARIOUS CENTERS MAY WISH SOME OF THESE MATERIALS FOR THEIR FEATURED EVENTS FOR WHICH LOCAL COORDINATION WITH USIS WILL BE NECESSARY.

B. CENTERS SHOULD CONSULT LOCALLY WITH AMERICAN AIRLINES, UNCLASSIFIED

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CHAMBERS OF COMMERCE, AND FIRMS TO DETERMINE WHETHER THEY WILL WISH TO PARTICIPATE IN THE BICENTENNIAL OBSERVANCE.

C. TRADE CENTER DIRECTORS IN FRANKFURT, LONDON, MEXICO CITY, PARIS AND TOKYO MAY WISH TO CONSULT WITH USTS DIRECTORS TO DETERMINE INTEREST IN JOINT PARTICIPATION.

D. RECOMMENDATIONS SHOULD BE FORWARDED TO WASHINGTON AS SOON AS POSSIBLE.

E. ADDITIONAL FUNDING NOT PRESENTLY AVAILABLE, HOWEVER, ADDITIONAL HOSPITALITY FUNDS FOR THE BICENTENNIAL EVENT WILL BE CONSIDERED. KISSINGER

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